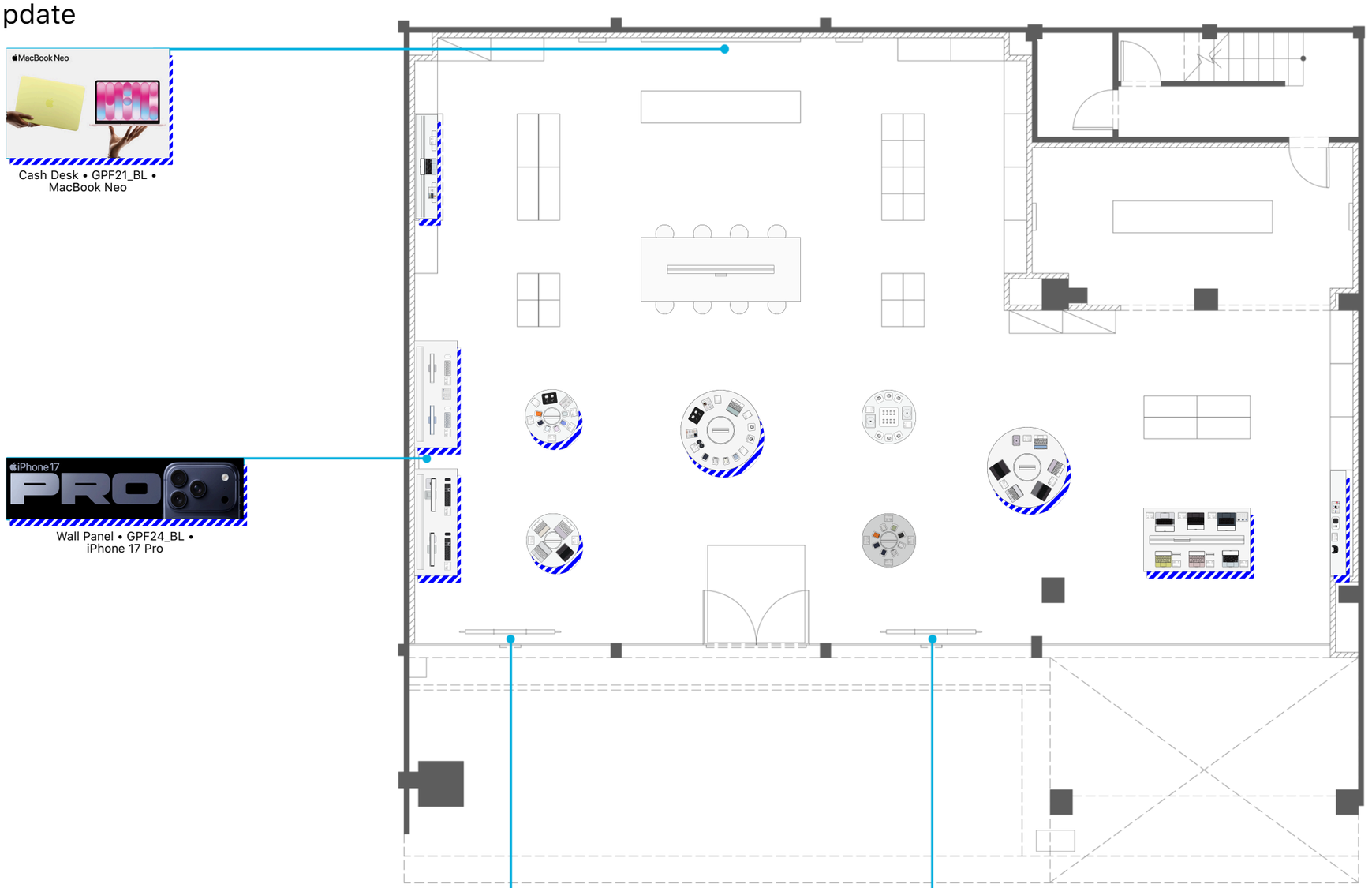
Merchandising Update

Merchandising
- Merchandising update
- No change
- Hero table (update)
- Hero table (no change)

Graphics
- Backlit
- Non-backlit

Cash Desk • GPF21_BL • MacBook Neo



Wall Panel • GPF24_BL • iPhone 17 Pro

GPF26_BL • MacBook Neo

GPF26_BL • MacBook Pro

GPF26_BL • iPhone 17e

GPF26_BL • iPad Air

Graphics and table signs are for reference only, final creative may be different. Audio Low Accessory Case locations are for representation purposes only.

Merchandising Element Summary - New

Demo Products

Product	Qty
iPad Air 11-inch M4 (blue) D89	1
iPad Air 11-inch M4 (purple) D88	1
iPad Air 11-inch M4 (starlight) D91	1
iPad Air 13-inch M4 (purple) D93	1
iPad Air 13-inch M4 (space gray) D92	1
MacBook Air 13-inch M5 (sky blue) N76	2
MacBook Air 15-inch M5 (midnight) N81	1
MacBook Neo (citrus) N87	1
MacBook Neo with Touch ID (blush) N90	1
MacBook Pro 14-inch M5 (space black) N92	1
MacBook Pro 16-inch M5 Pro (silver) N74	1
Magic Keyboard with Touch ID and Numeric Keypad (silver/black)	1
Magic Mouse (silver/black)	1
Studio Display (silver) M35	1
Studio Display XDR (silver) M36	1

Ancillary Items

Item	Image	Qty
Adhesive for Common Acrylics (CH0AC16-ADH)		5
Flat tab sensor - Mac (SK-981P-W-01)		2
iPad Spudger (818-05437)		1
Mac Spudger (818-05437)		1
Puck Security Cable Adhesive - iPad (946-8929-A)		1
Puck Security Cable Adhesive - Mac (946-8929-A)		1
A5 Acrylic Sign Holder (AC05)		2

Graphics

Item	Image	Qty
A3 iPhone 17e Sign (Hero)		1
A3 Mac Sign (Features)		1
A3 MacBook Neo Sign (Hero)		1
A5 Horizontal Desktop Sign (Comparison)		1
A5 Horizontal Notebook Sign (Comparison)		1
A5 Horizontal RC Apple TV Sign (Features)		1
A5 Vertical MacBook Neo Sign (Features)		4
GPF24 Wall Panel BL - iPhone 17 Pro		1
GPF26_BL - iPad Air		1
GPF26_BL - iPhone 17e		1
GPF26_BL - MacBook Neo		1
GPF26_BL - MacBook Pro		1

Merchandising Element Summary - New

Graphics

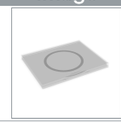
Item	Image	Qty
GPF21 Cash Desk BL - MacBook Neo		1

Merchandising Element Summary - Remove

Demo Products

Product	Qty
iMac M4 Two port (pink) M30	1
iPad Air 11-inch M3 (blue) D73	1
iPad Air 11-inch M3 (purple) D72	1
iPad Air 11-inch M3 (starlight) D75	1
iPad Air 13-inch M3 (purple) D77	1
iPad Air 13-inch M3 (space gray) D76	1
MacBook Air 13-inch M2 (starlight) N46	1
MacBook Air 13-inch M4 (sky blue) N56	2
MacBook Air 15-inch M4 (midnight) N63	1
MacBook Pro 14-inch M4 Pro (silver) N49	1
MacBook Pro 14-inch M5 (space black) N71	1
MacBook Pro 16-inch M4 Pro (space black) N52	1
Studio Display (silver) M10	1

Ancillary Items

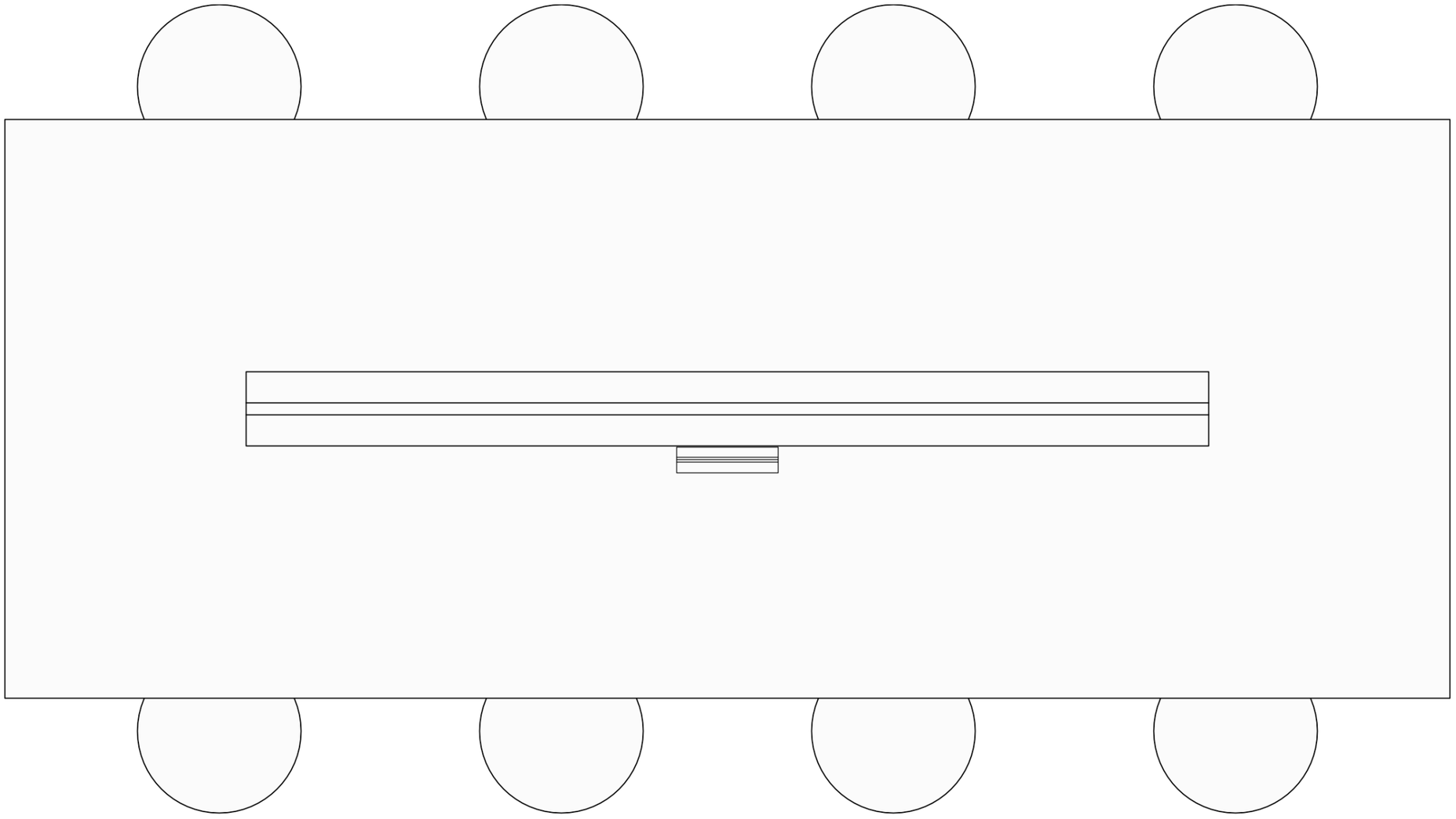
Item	Image	Qty
A6 Landscape Acrylic Sign Holder (AC23)		1

Graphics

Item	Image	Qty
A3 iPhone 17 Pro Sign (Hero)		1
A3 Mac Sign (Features)		1
A3 MacBook Pro Sign (Hero)		1
A5 Horizontal Desktop Sign (Comparison)		1
A5 Horizontal Notebook Sign (Comparison)		1
A5 Horizontal RC Apple TV Sign (Features)		1
GPF24 Wall Panel BL - iPhone Air		1
GPF26_BL - AirPods		1
GPF26_BL - iPhone 17 Pro		1
GPF26_BL - iPhone Air		1
GPF26_BL - Watch S11		1
GPF21 Cash Desk BL - iPhone 17 Pro		1

APR • Flex Table • 3m

NEW | *MOVE*



The Flex Table is to be used to conduct setup and/or training sessions only. At all other times the table should be kept clear of any products, with the consultation stools set under the table.

APR • Free-Standing Table • 2m • Notebooks

NEW | ***MOVE***

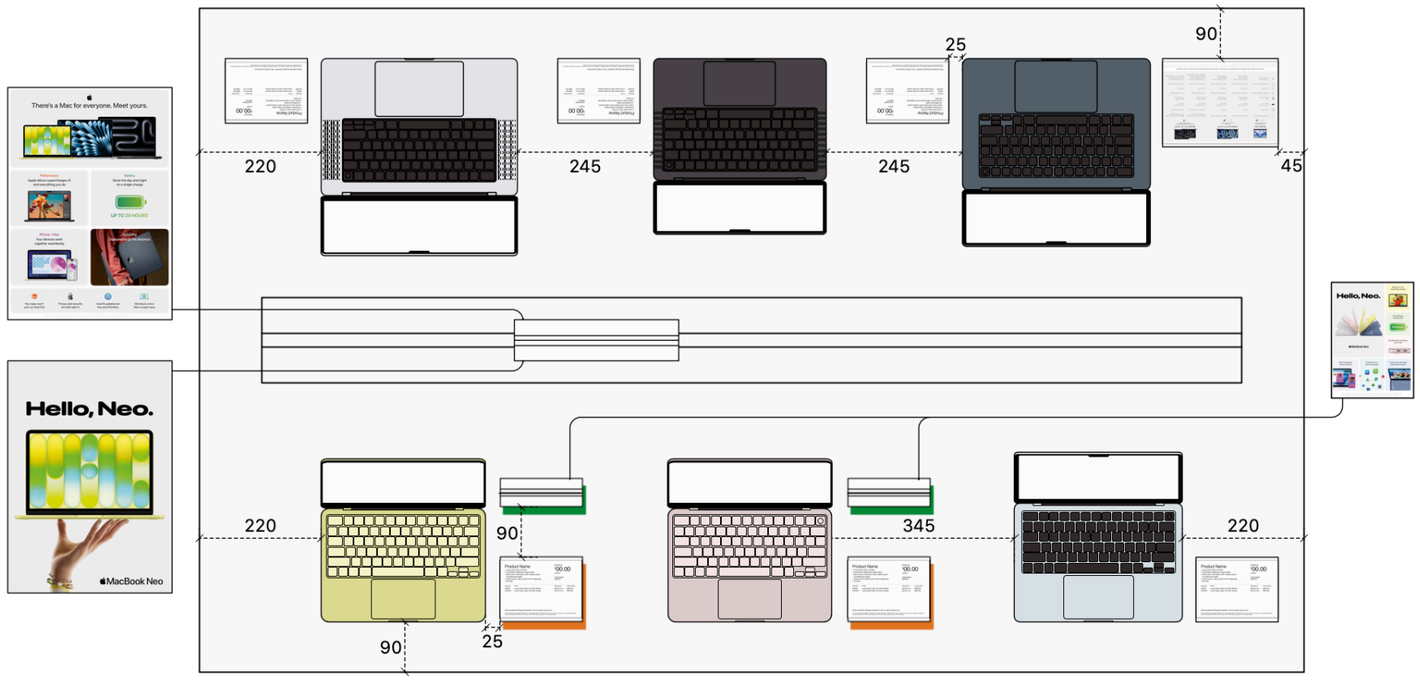
Mac Sign
A3 Features

MacBook Pro
16-inch M5 Pro
silver
(N74)

MacBook Pro
14-inch M5
space black
(N92)

MacBook Air
15-inch M5
midnight
(N81)

Notebook Sign
A5 Comparison
Flat



MacBook Neo Sign
A3 Hero

MacBook Neo
citrus
(N87)

MacBook Neo Sign
Front/Back
A5 Features

MacBook Neo
with Touch ID
blush
(N90)

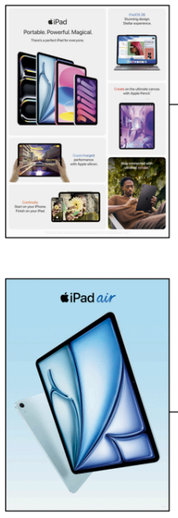
MacBook Neo Sign
Front/Back
A5 Features

MacBook Air
13-inch M5
sky blue
(N76)

APR • Round Table • 1.5m • iPad

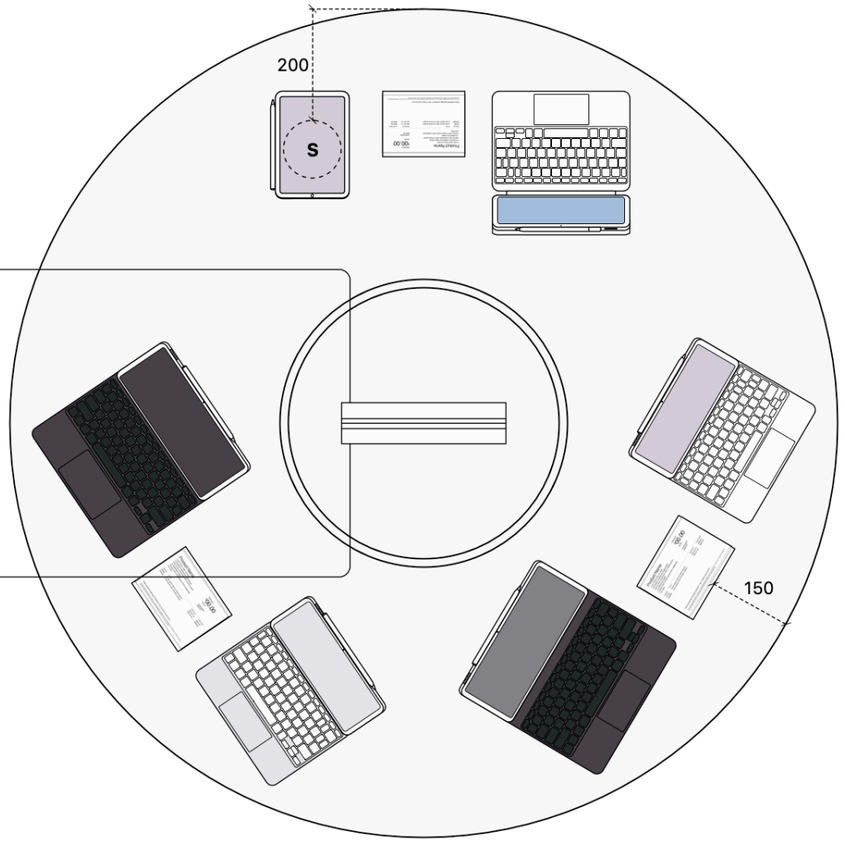
NEW | MOVE

iPad Sign
A3 Features



iPad mini A17 Pro
purple (D68)
with Apple Pencil Pro

iPad A16
blue (D80)
with Magic Keyboard Folio
and Apple Pencil (USB-C)



iPad Air Sign
A3 Hero

iPad Pro
13-inch M5
space black (D86)
with Magic Keyboard
for iPad Pro 13-inch M5
black
and Apple Pencil Pro

iPad Pro
11-inch M5
silver (D84)
with Magic Keyboard
for iPad Pro 11-inch M5
white
and Apple Pencil Pro

iPad Air
13-inch M4
space gray (D92)
with Magic Keyboard
for iPad Air 13-inch M4
black
and Apple Pencil Pro

iPad Air
11-inch M4
purple (D88)
with Magic Keyboard
for iPad Air 11-inch M4
white
and Apple Pencil Pro

APR • Round Table • 1.5m • Spotlight • no HomePod

NEW | *MOVE*

Apple Watch Sign
A3 Hero

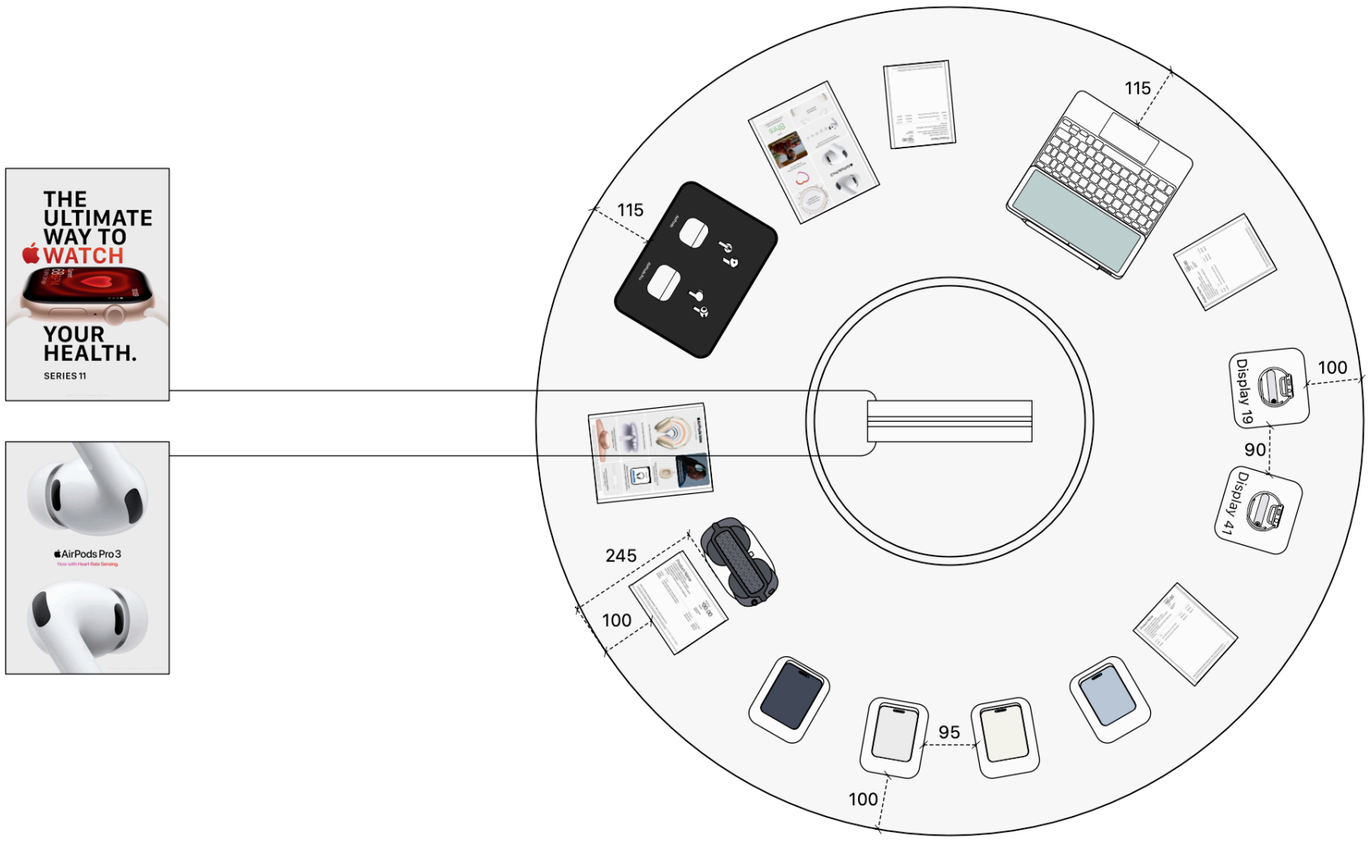
AirPods Display 6
(E15)

AirPods Sign
A5 Features
Flat

iPad Air
11-inch M4
blue (D89)
with Magic Keyboard
for iPad Air 11-inch M4
white
and Apple Pencil Pro

Apple Watch
Series 11
Touch and Try
Display 19
46mm Jet Black
Aluminum Case NC
with Black Sport Band (GB64)

Apple Watch Ultra 3
Touch and Try
Display 41
49mm Natural
Titanium Case C
with Anchor Blue Ocean Band (GB71)



AirPods Sign
A3 Hero

AirPods Max Sign
A5 Features
Flat

AirPods Max
midnight
(E10)

iPhone 17 Pro Max
deep blue
(C305)

iPhone 17 Pro
silver
(C301)

iPhone Air
light gold
(C310)

iPhone 17
mist blue
(C313)

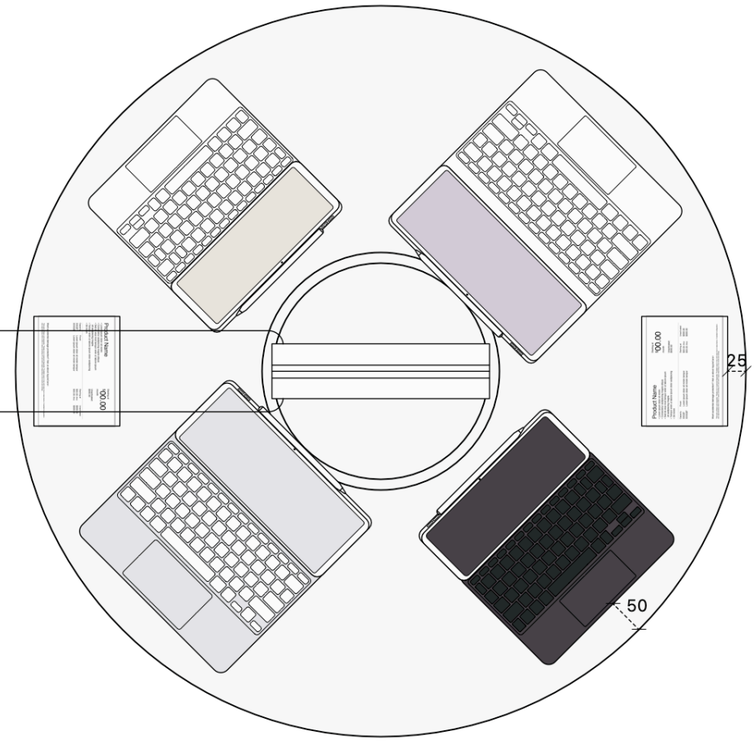
APR • Round Table • 1m • iPad • Secondary

NEW | *MOVE*

iPad Air Sign
A3 Hero

iPad Air
11-inch M4
starlight (D91)
with Magic Keyboard
for iPad Air 11-inch M4
white
and Apple Pencil Pro

iPad Air
13-inch M4
purple (D93)
with Magic Keyboard
for iPad Air 13-inch M4
white
and Apple Pencil Pro



iPad Pro Sign
A3 Hero

iPad Pro
13-inch M5
silver (D87)
with Magic Keyboard
for iPad Pro 13-inch M5
white
and Apple Pencil Pro

iPad Pro
11-inch M5
space black (D85)
with Magic Keyboard
for iPad Pro 11-inch M5
black
and Apple Pencil Pro

APR • Round Table • 1m • iPhone • Hero • SEA

NEW | MOVE

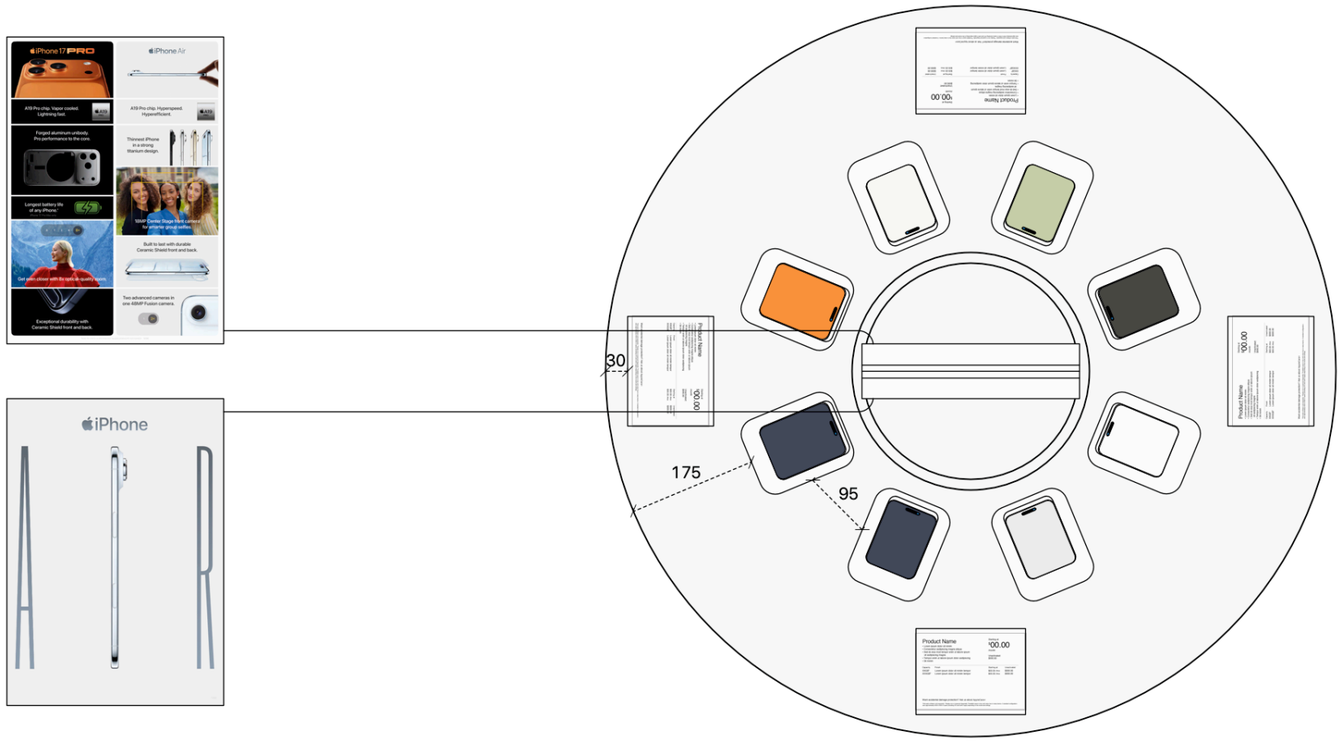
iPhone Sign
A3 Features
Pro-Air

iPhone 17 Pro Max
cosmic orange
(C306)

iPhone 17
white
(C314)

iPhone 17
sage
(C312)

iPhone Air
space black
(C308)



iPhone Air Sign
A3 Hero
Alt

iPhone 17 Pro Max
deep blue
(C305)

iPhone 17 Pro
deep blue
(C302)

iPhone 17 Pro
silver
(C301)

iPhone Air
cloud white
(C309)

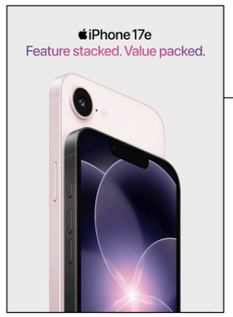
APR • Round Table • 1m • iPhone • with iPhone 15 • no iPhone 17e

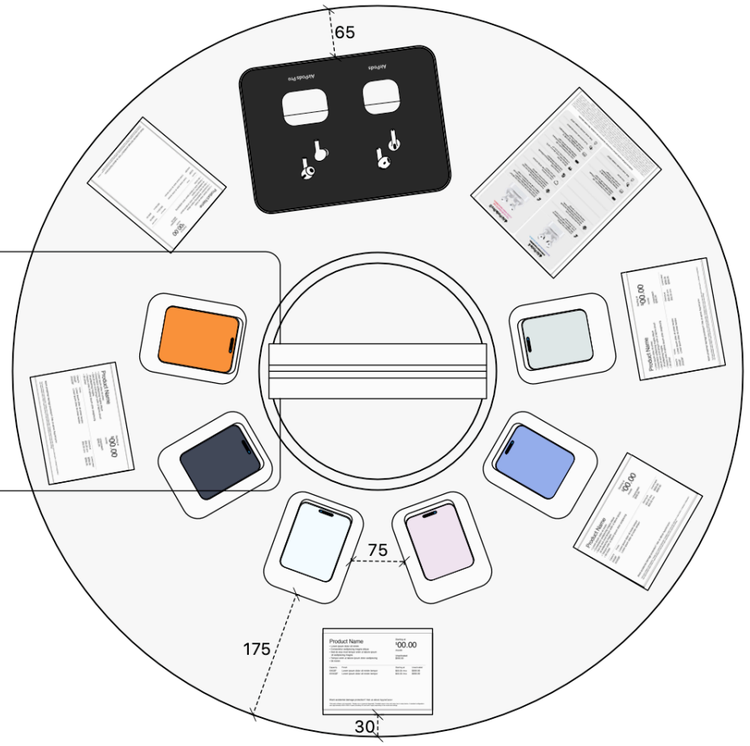
NEW | MOVE

iPhone Sign
A3 Features
Pro-Air

AirPods Display 6
(E15)

AirPods Sign
A5 Comparison
Flat





iPhone 17e Sign
A3 Hero

iPhone 17 Pro Max
cosmic orange
(C306)

iPhone 17 Pro
deep blue
(C302)

iPhone Air
sky blue
(C307)

iPhone 17
lavender
(C311)

iPhone 16
ultramarine
(C204)

iPhone 15
blue
(C106)

APR • Round Table • 1m • Watch • with Titanium • AWDS • Vietnam

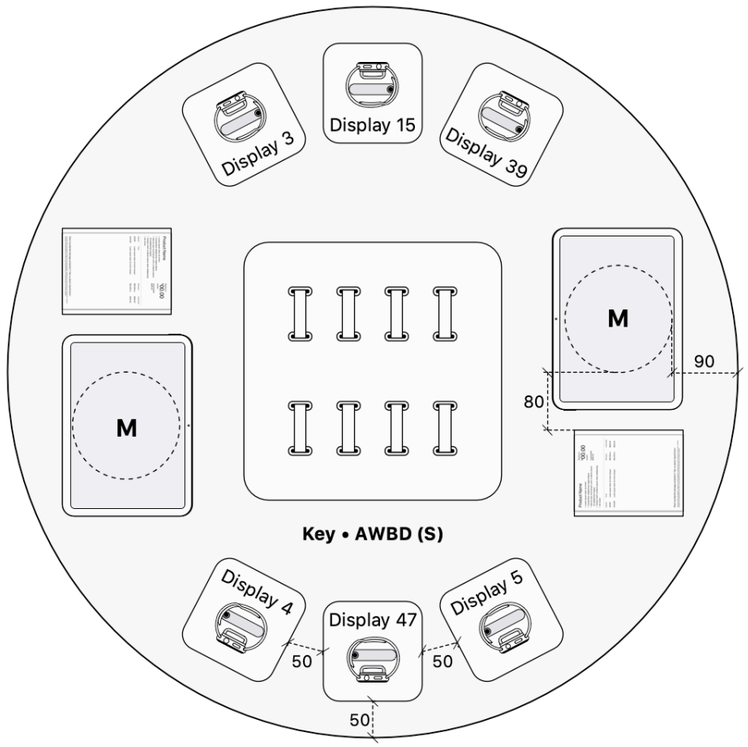
NEW | *MOVE*

Digital Sign
Apple Watch

Apple Watch SE 3
Touch and Try
Display 3
40mm Starlight
Aluminum Case NC
with Starlight Sport Band (GB58)

Apple Watch
Series 11
Touch and Try
Display 15
42mm Gold
Titanium Case C
with Light Blush Sport Band (GB67)

Apple Watch
Series 11
Touch and Try
Display 39
46mm Slate
Titanium Case C
with Black Sport Band (GB66)



Apple Watch Ultra 3
Touch and Try
Display 4
49mm Black
Titanium Case C
with Black Ocean Band (GB69)

Apple Watch
Series 11
Touch and Try
Display 47
46mm Space Gray
Aluminum Case NC
with Black Sport Band (GB61)

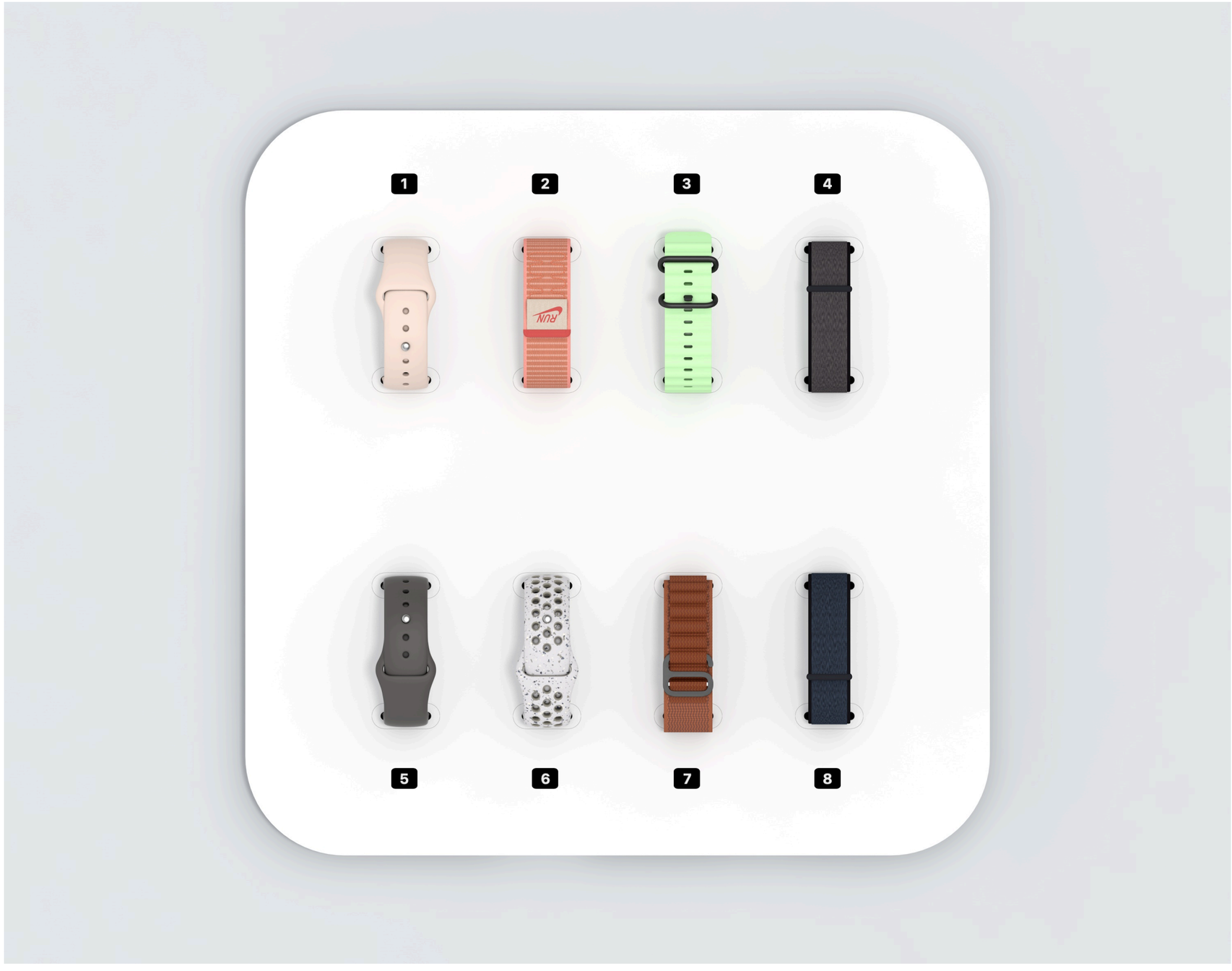
Apple Watch
Series 11
Touch and Try
Display 5
42mm Rose Gold
Aluminum Case NC
with Light Blush Sport Band (GB62)

Digital Sign
Apple Watch

APR • Key • Apple Watch Band Display (S)

NEW | ***MOVE***

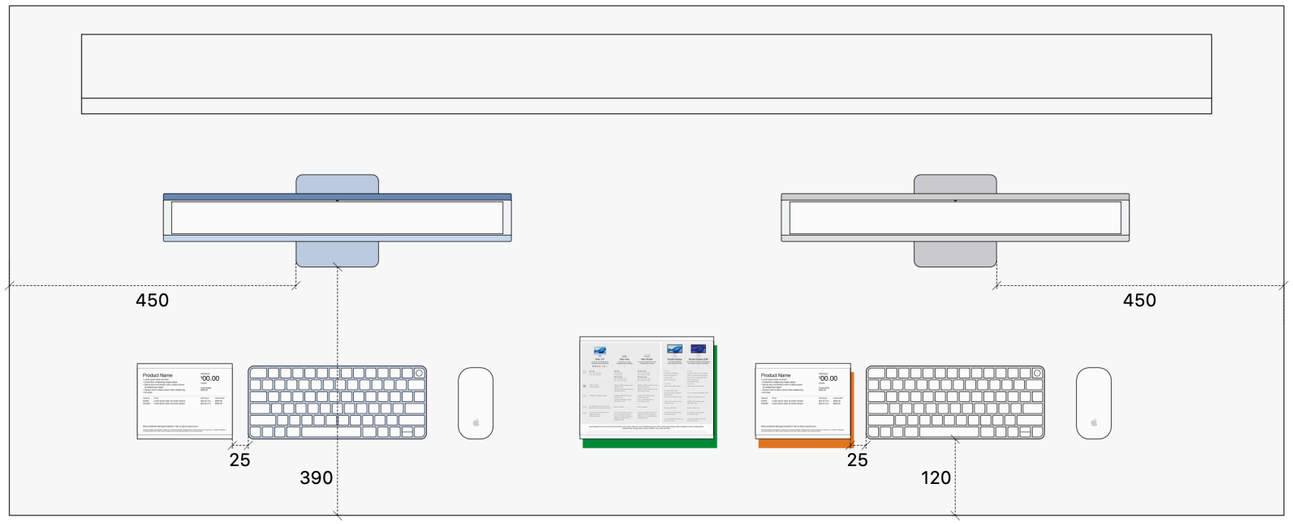
1	46mm Light Blush Sport Band (B648)
2	46mm Alpenglow Pink Nike Sport Loop (B717)
3	49mm Neon Green Ocean Band (B706)
4	46mm Dark Gray Sport Loop (B703)
5	46mm Stone Gray Sport Band (B647)
6	46mm Veiled Grey Nike Sport Band (B715)
7	49mm Terra Cotta Alpine Loop (B710)
8	46mm Anchor Blue Sport Loop (B702)



APR • Wall Table • 2m • Desktops • A • L

NEW | MOVE

Entrance on left.



iMac
M4
Four port
blue
(M28)

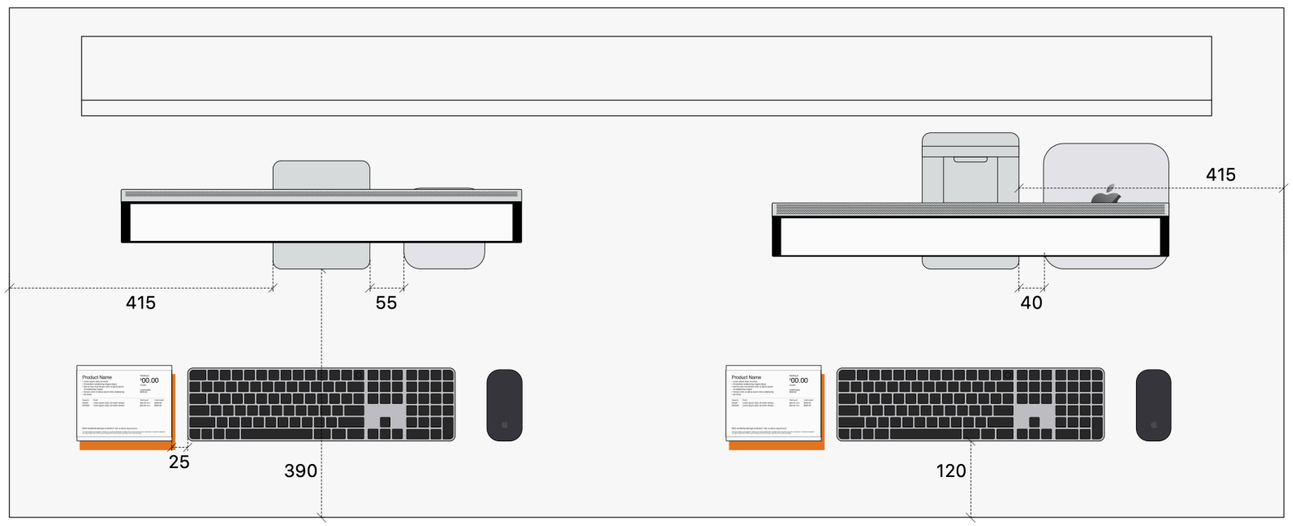
Desktop Sign
A5 Comparison
Flat

iMac
M4 Nano-Texture
Four port
silver
(M29)

APR • Wall Table • 2m • Desktops • B • L

NEW | *MOVE*

Entrance on left.



Studio Display silver (M35)	Magic Keyboard with Touch ID and Numeric Keypad silver/black	Mac mini M4 silver (M31)	Magic Mouse silver/black	Studio Display XDR silver (M36)	Magic Keyboard with Touch ID and Numeric Keypad silver/black	Mac Studio silver (M17)	Magic Mouse silver/black

APR • Wall Shelf • 2m • Apple TV

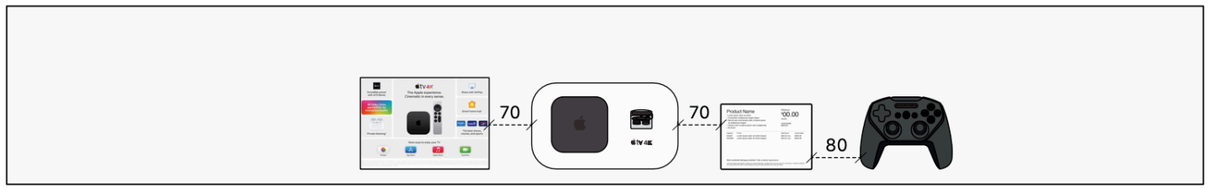
NEW | *MOVE*

(display Accessories in the order shown)

Apple TV Sign
A5 Features
RC Embedded

Apple TV 4K
(3rd gen)
Wi-Fi + Ethernet
(T2)

SteelSeries Nimbus+ Wireless Gaming Controller



Left case, top row:
Apple TV 4K (3rd gen) Wi-Fi + Ethernet (7 facings)
Second row:
Apple TV 4K (3rd gen) Wi-Fi (7 facings)
Third row:
Siri Remote (3rd gen) (11 facings)*
Bottom row:
Game Controller (4 facings)

Right case, top row:
Apple TV 4K (3rd gen) Wi-Fi + Ethernet (7 facings)
Second row:
Apple TV 4K (3rd gen) Wi-Fi (7 facings)
Third row:
Siri Remote (3rd gen) (11 facings)*
Bottom row:
Game Controller (4 facings)

*non Siri countries merchandise Apple TV remote

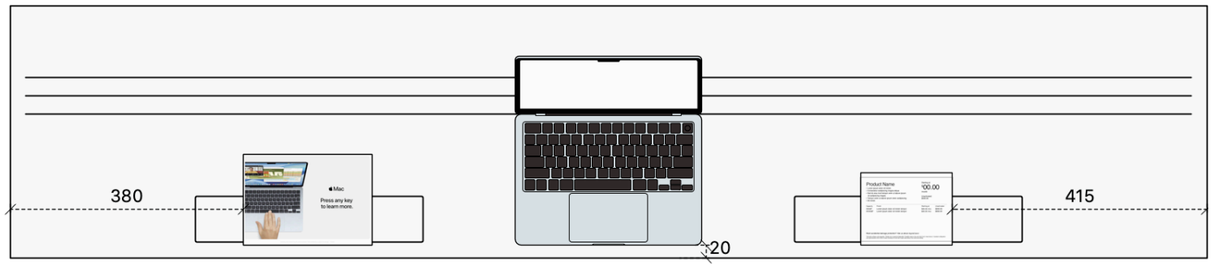
APR • Wall Shelf • 2m • Channel Feature Bay • Mac

NEW | ***MOVE***

(display Accessories in the order shown)

Mac Sign
A5 CTA
Angled

MacBook Air
13-inch M5
sky blue
(N76)



Left case, top row:
Magic Keyboard with Touch ID and Numeric Keypad
Magic Trackpad
Magic Mouse
Middle row:
Magic Keyboard with Touch ID and Numeric Keypad
Magic Trackpad
Magic Mouse
Bottom row:
Third-Party Sleeves

Right case, top row:
AirPods Pro 3 (2 facings)
AirPods 4 with Active Noise Cancellation (3 facings)
AirPods 4 (2 facings)
Middle row:
140W USB-C Power Adapter (2 facings)
96W USB-C Power Adapter (2 facings)
70W USB-C Power Adapter (2 facings)
Bottom row:
Third-Party Sleeves